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JOHN H. MARSHALL
General Manager

November 16, 1970

From: John H. Marshall
To: William B. Bates III

Dear Bill:

I apologize for not having sent a representative to the Fall meeting. Until the last day I fully expected that our Acting Sales Director would be able to make it, but a combination of Houseparties weekend and the distance involved prevented him from making the trip to Princeton.

I am appreciative for the inclusion of the "President's Report." Itis one of the best that I have seen in four years. The consumption survey sounds like a sane idea, but I would caution you to be certain to consider carefully exactly what stations and what time break downs are included. Our programming, for example, is aimed at the Upper Valley Community from 5:30am-10pm. I am confident of our college ratings from 10pm-5:30am, but I don't imagine this will prove of much use to you except between 10pm and midnight. We do have a Mediastat (Spring 1970) which provides a very detailed breakdown of the "Upper Conn. Valley" (and which rates us number one). We will also be glad to provide information for the Alumni Advisory Committee.

We do object to the decision of the Committee on the Whole to distribute money on the basis of total advertising time run. I don't know how we will fare under that condition, but I suspect that it will be fairly poor due to the fact that we cannot take beer contracts (now that we have a new president I hope to change that situation by the end of this year). In view of the fact that our Ivy rates are lower than our national rates we find this distribution scheme ironic.

The Ampex deal sounds quite good. Most of our equipment is in fact Ampex. We were planning to order an Ampex 600 this morning but will hold off that order for 10 days. Can you possibly send us information on whether the deal will be closed and when we might receive the equipment? We will need to know within ten days.

Again - I am sorry that we could not attend the meeting. We will make it in the winter

Sincerely yours,

John H. Marshall
General Manager